

Girl Scout Council of the Nation's Capital Streamlines Reservations with Doubleknot

Council simplifies troop reservations, improves communications and reduces administrative paperwork

About Girl Scout Council of the Nation's Capital

The Girl Scout Council of the Nation's Capital (GSCNC) serves nearly 90,000 girl and adult members in the Greater Washington Region, which includes the District of Columbia, eight counties in Maryland, ten counties in Virginia and seven counties in West Virginia.

Challenge

GSCNC operates eight camp properties in three different states. In addition to the council's sleepaway camp, day camp and evening camp programs, troops can rent the properties for overnight and day use. Each camp property has multiple campsites, recreational facilities and rental equipment with different schedules, pricing and reservation requirements. In FY 2014, the council handled approximately 1500 troop rental reservations for 25,800 girls and 10,600 adults.

GSCNC wanted to simplify the reservations process for troops and make it easier for the council to manage the large number of reservation requests. Because the council's existing reservations system couldn't handle equipment rentals, troops could reserve campsites online but had to make separate reservations by phone for items like canoes. And, because the system couldn't gather custom information, reserving campsites and high adventure activities required troops to submit the names and training dates of camp-, first-aid-, and high-adventure-certified adults by mail. As a result, booking a troop visit was a three-step process for leaders: reserve the campsite online; reserve recreational facilities and equipment by phone; and mail all supporting documentation to the council office.

Solution

GSCNC sought a solution that would enable troops to reserve everything online, ensure that all reservations meet prerequisites and make it easy to communicate scheduling information to staff located through the Greater Washington Region. After evaluating Doubleknot's capabilities and talking to other councils, GSCNC chose Doubleknot's property reservations solution.

"Doubleknot definitely fulfills a need," says Kendra Reinmann, Senior Technology Specialist. "Each of our camps is unique, and we needed a solution with flexibility to handle all of the different requirements for each location."

Benefits

With Doubleknot, GSCNC can set the schedule, pricing and reservations requirements for every rentable asset at all eight properties. Benefits to council staff and troops include:

- **Flexibility:** Every campsite and facility can be configured with different advance booking requirements and different rates for weekday and weekend rentals, and campsites can be set to require a minimum stay on the weekends. And, Doubleknot works as well for recreational facilities and equipment reservations as it does for campsites and dining halls.
- **Streamlined reservations:** Because availability for everything a troop might want—camping facilities, dining options and recreational activities—is displayed in the online calendar, troops can reserve and pay for everything they need in a single transaction. Custom forms ensure that the troop submits all the information the council needs (including documentation of certified adults) at the time of reservation.
- **Easy administration:** "We appreciate being able to set blackout dates for an entire camp instead of having to enter blackout information for each individual campsite," says Reinmann. And, the price schedules feature makes it easy to configure future price changes to occur on a specific date.
- **Improved communications.** "The camping department, caretakers and property department all have what they need," says Reinmann. "The camp caretakers love that they can log into the website or even look at information on their phone. It's easy for them to access the reports they need to get information about upcoming reservations."

About Doubleknot

Doubleknot is a leading provider of property reservations and event registration solutions for scout councils. For more information, contact David Mimeles at (408) 971-9120 x203 or DMimeles@doubleknot.com.